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| **RGU Regional Startup Accelerator 2022**  Application Form Template |

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| **SUMMARY** |

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| **What is the name of the project or business?** |
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| **Please provide a summary of your business idea** |
| *This should identify the problem the business seeks to solve, the customer it will focus on, what the innovative idea is, and why it is unique. This may repeat from other answers but should be an impressive summary of the concept that will capture the judge’s attention and make an impression.* ***Maximum 2000 characters.*** |
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| **ABOUT THE PROBLEM** |
| Judges shall be evaluating your answers in this section based on the following criteria:   * Has the team clearly explained the problem and how it affects people? * What is the size of the problem; how many people does it affect? * Is there any evidence provided as to the impact of the problem on people? |

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| **What is the problem you are addressing and what is the scale of it?** |
| *Put yourself in the eyes of the customer or user and explain what the main problem they face and why it is important to them. Try and provide practical evidence to justify why this problem is significant for the end user and any insight into how many people this problem might affect.* ***Maximum 1500 characters.*** |
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| **Who does the problem affect and why will you target them?** |
| *Identify a possible customer or user who faces the problem and why you think they would be interested in your product. Consider any research you have to evidence this customer faces the problem such as conversations you have had. Demonstrate why your concept is desirable.* ***Maximum 1500 characters.*** |
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| **ABOUT THE IDEA** |
| Judges shall be evaluating your answers in this section based on the following criteria:   * Is the idea clear, easy to understand and related to the problem? * Does the idea have the potential to create significant impact in the region? * Is the idea presented creative, scalable and ambitious? |

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| **What is your business idea and how does it solve the problem?** |
| *Explain as clearly as possible what your innovative idea is and link this back to your explanation of the problem. Imagine the reader is not familiar with any technical information behind the problem. This description may be shared publicly, so do not include any confidential information.* ***Maximum 1500 characters.*** |
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| **What makes your business innovative and stand out in the market?** |
| *You are competing against other bold ideas - convince us why your idea is unique, innovative and impactful. Demonstrate your understanding of who your competitors are and demonstrate how your idea will standout in the market. Demonstrate why your concept is feasible.* ***Maximum 1500 characters.*** |
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| **ABOUT THE BUSINESS** |
| Judges shall be evaluating your answers in this section based on the following criteria:   * Is there evidence of being able to generate money or how the idea would be implemented? * Does the idea presented have a realistic, scalable model for implementation? * Would the idea make an impact on the economy or environment? |

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| **How will your business generate revenue?** |
| *A good idea needs to be able to make money - even if you want to be a social enterprise. Outline how your business will function considering lightly how you will produce your product or service and how you will be able to make money and gain customers. Demonstrate why your concept is viable.* ***Maximum 1500 characters.*** |
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| **How will your business create impact in the economy and environment?** |
| *Beyond financial impact, all businesses need to create a positive impact on the region and the planet. Explain how your business will adopt sustainable practices and impact the environment as well as how you will seek to create jobs, or bring in investment to boost the economy.* ***Maximum 1500 characters.*** |
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| **ABOUT THE TEAM** |
| Judges shall be evaluating your answers in this section based on the following criteria:   * Does the team have the desirable skills, experience or passion for the project? * Would the team be coachable, open and respectful members of the programme? * Is there evidence of traction, scale, or ambitious vision? |

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| **Who is part of the team and what value and experience do they bring?** |
| *Provide an overview of the team members and what their role in the business will be and what their education or experience they are able to contribute. Outline why your team wishes to join the programme.* ***Maximum 1500 characters.*** |
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| **What progress have you made so far with your idea and what is your ambition for the future?** |
| *Explain how the co-founders have come together to develop the idea and where the idea came from. Outline any sales, investment, research, customer testing or otherwise you have taken to further the business. Outline what your vision for the idea is for ten years time and the impact you think it could have.* ***Maximum 1500 characters.*** |
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